

REMARKS/ARGUMENTS

This Amendment accompanies a Request for Continued Examination. By the present Amendment, Applicant cancels independent claim 22, cancels dependent claims 9-12 (incorporating the subject matter thereof in claim 23), and amends claim 25 to now depend from claim 23.

Applicant appreciates the courtesy extended by the Examiner in discussing this application over the telephone with the undersigned on February 7, 2007. This Amendment is filed as a result of such discussion.

Applicant believes the claims as amended are now clearly distinguished from the cited references (**Treys, Covington, and Reed**). In addition, claim 23 now recites further features that are directed to implementing the disclosed method. As was discussed with the Examiner, the downloading of yellow page listings are important in Applicant's novel method, because the additional information accompanying a yellow pages business name is useful when a portable device is used at a remote location (away from a computer with on-line access). Such additional information is now recited in claim 23 (directions, maps, advertising, etc.). In addition, because of the intense competition in the yellow pages industry and the need for strong consumer recognition of a yellow pages brand (in order to market the value of the brand to prospective advertisers), claim 23 also now recites the display of the yellow pages website brand on the portable device (as was previously recited in claim 12). This last mentioned feature is also recited in independent claim 26.

CONCLUSION

In view of the foregoing, Applicants believe all claims now pending in this Application are in condition for allowance. The issuance of a formal Notice of Allowance at an early date is respectfully requested.

Appl. No. 09/991,158
Amdt. dated February 8, 2007
Reply to Office Action of January 19, 2007

PATENT

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 303-571-4000.

Respectfully submitted,

/Stephen F. Jewett/
Stephen F. Jewett
Reg. No. 27,565

TOWNSEND and TOWNSEND and CREW LLP
Two Embarcadero Center, Eighth Floor
San Francisco, California 94111-3834
Tel: 303-571-4000
Fax: 415-576-0300
SFJ:bhr
60978204 v1